

UNITED STATES DEPARTMENT OF JUSTICE
WASHINGTON, D.C. 20530

AMENDMENT TO REGISTRATION STATEMENT

JUL 9 10 15 AM 1969

Pursuant to the Foreign Agents
Registration Act of 1938, as amended.

RECEIVED

1. Name of Registrant ITALIAN GOVERNMENT TRAVEL OFFICE	2. Registration No. 568
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3. This amendment is filed to accomplish the following indicated purpose or purposes:

☒ To correct a deficiency in☐ To give a 10-day notice of a change in information as required by Section 2(b) of the Act.☐ Initial Statement☒ Supplemental Statement
for December 31, 1968.☐ Other purpose (specify) _____☐ To give notice of change in an exhibit previously filed.

4. If this amendment requires the filing of a document or documents, please list -

5. Each item checked above must be explained below in full detail together with, where appropriate, specific reference to and identity of the item in the registration statement to which it pertains. If more space is needed, full size insert sheets may be used.

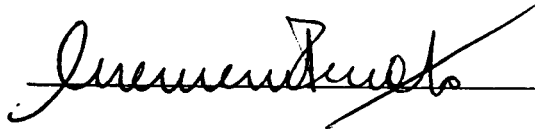
11) - The activities and service of the Italian Govt. Travel Office are in the form of information, publicity and promotion in order to encourage travel to Italy. This service is provided to the public, to travel agents, travel writers, etc. through distribution of literature, posters, photographs, slides, films, bulletins of information and press releases. The office also accepts invitations for radio and TV interviews on travel to Italy. There has been no paid advertisement by this office through any established media.

15a) - Infoplan-1345 Avenue of the Americas-New York N.Y.

registrant's principal activity for ENIT during the relevant time period was developing sources of background information, photographs and story material about tourist resorts in Italy. In the course of this activity, meetings were held with ENIT Officials in Rome, New York.

The undersigned swear(s) or affirm(s) that he has (they have) read the information set forth in this amendment and that he is (they are) familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his (their) knowledge and belief.

(Both copies of this amendment shall be signed and sworn to before a notary public or other person authorized to administer oaths by the agent, if the registrant is an individual, or by a majority of those partners, officers, directors or persons performing similar functions who are in the United States, if the registrant is an organization.)


Subscribed and sworn to before me at New Yorkthis 4th day of June, 1969My commission expires March 30, 1971

(Notary or other officer)

HARRY MARDEL
Notary Public, State of New York
No. 41-2300600
Qualified in Queens County
Commission Expires March 30, 1971



Italian Government Travel Office
U. S. A.

NEW YORK.

PALAZZO D'ITALIA - ROCKEFELLER CENTER
626 FIFTH AVENUE, N. Y. 10020

CABLE - ENITOURIST
TEL. 245-4822

Infoplan Item 15a)

In addition, the firm of Publifirma S.r.l. Viale Belle arti 7. Rome, Italy, was retained by Registrant to provide photographic, documentary, editorial and other services and materials to Registrant.

Meetings were held with various travel agencies in New York and other cities to see if the information they were presently receiving about tourism in Italy was satisfactory.

Discussions were held various magazine editors, with a view of interesting them in having articles assigned to their writers on the tourist attractions of Italy. Newspapers and magazines were furnished with articles and photographs relating to forthcoming tourist events in Italy. News stories were sent out concerning events of interest to travel editors.-

A questionnaire survey was prepared by Registrant and distributed to travel and women's page editors in many cities in the United States. These surveys asked what, if any, material the editors were presently receiving concerning Italian tourism were the editors pleased with the material they were now receiving, or did they have suggestions for improvement, and did they wish additional articles or photographs on tourism prepared for them.